



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

MAIN EXAMINATION

JANUARY – APRIL 2020 TRIMESTER

CENTRE FOR SOCIAL JUSTICE AND ETHICS

REGULAR PROGRAMME

JPE 104: SOCIAL COMMUNICATION AND JUSTICE AND PEACE

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Date: APRIL 2020

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) “The reasons for using communication are highly complex and not necessarily on the surface, and the intended functions of communication do not always take account of the unintended functions” (Schramm, 1973). Based on this statement discuss the functions of Communication and the challenges related to these. **(20 Marks)**
- b) Briefly discuss the aspects that determine the effectiveness of the Information source. **(10Marks)**
- Q2. a) Explain your understanding of what Mass media is giving examples **(6Marks)**.
- b) Discuss the advantages and the disadvantages of using Mass media for your communication **(14 Marks)**.
- Q3. Throughout history, communication and information have been fundamental sources of power and counter power. Explain your understanding of this concept and how you can make use of the power of communication to make your work in society more effective. **(20 Marks)**
- Q4. Compare and contrast new media and old media bringing out the critical characteristics of both. And, further explain how you can use various social media platforms in your work **(20 Marks)**.

END